



# Virginia Green Events



## Profile:

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## Blacks Run/Downtown Clean Up Day

Harrisonburg, Virginia

April 11, 2009

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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

### Blacks Run/Downtown Clean Up Day

**Virginia Green Activities.** When visiting Blacks Run/Downtown Clean Up Day, you can expect the following practices:

#### CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
  - Aluminum Cans, Glass, Plastic Bottles
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
  - Use paper cups
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
  - Use electronic registration, correspondence and forms
  - Print brochures and other printed items on recycled content paper
  - Two sided copying.
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
  - Choose a venue/location that shares a similar commitment to reducing its environmental impacts
  - Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
  - Encourage the use of mass-transit, walking, bike riding or carpooling to your event.
  - Serve water in pitchers and glassware instead of bottles or consider bulk sodas, etc
  - Avoid box lunches – trays/platters are much less wasteful
- ☒ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the Virginia Green logo and list all "green activities" practiced in the planning and operation of the event.
  - Posted web-link to the Virginia Green Events webpage
  - Create a green event section on your event's webpage highlighting all of your green activities
  - Post signs at registration which lists all green activities
  - Use the Virginia Green logo on signs and at recycling centers

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For more information on **Blacks Run/Downtown Clean Up Day**, [www.cleanstream.org](http://www.cleanstream.org) or contact Thanh Dang at [thanhd@harrisonburgva.gov](mailto:thanhd@harrisonburgva.gov) or 540-434-5928.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen). Click on “Events” for a more of green events.



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

